CC+ Technical Implementation for the World Wide Web

http://creativecommons.org/projects/ccplus

Creative Commons provides free copyright licenses which empowers authors and creators to mark their creativity with the freedom they intend it to carry. In this document, we describe the implementation of a technology we have developed to enable a simple click-through to rights or opportunities beyond those offered in the CC license. See this document's non-technical companion, "CC and CC+ for the World Wide Web" for a conceptual description of this approach.

Overview

The round-trip implementation consists of two operations:

1. **Publishing** a creative work along with a Creative Commons license plus (+) a "more permissions" link on a web page.

2. **Reading** the more permissions link.

The first operation will be implemented by a publisher, typically with software running on a web server. The second operation will be implemented by a client, typically a web browser or web service.

An application developer only needs to implement the operations in scope of the aforementioned client and/or server application.

Publishing

CC license

Making a notice that a creative work on the web has been Creative Commons licensed is done with a textual and/or graphical notice visible on a web page with a link to the license used marked-up in the underlying html. For example:

```
My Song' is licensed under <a rel="license"
href="http://creativecommons.org/licenses/by-
sa/3.0/">CC BY-SA</a>.
```

More permissions link

Adding a more permissions link simply consists of linking to a page where more permissions for a work are available and annotating that link. For example:

```
My Song' is licensed under <a rel="license"
href="http://creativecommons.org/licenses/by-
sa/3.0/">CC BY-SA</a>. For other permissions
<a xmlns:cc="http://creativecommons.org/ns#"
rel="cc:morePermissions" href="http://
example.com/store/mysong">click here</a>.
```

Using RDFa[1], the `cc:` namespace definition could be included in any parent element. Together the namespace and rel attribute of the second link denote the predicate of http://creativecommons.org/ns#morePermissions with the current document as the subject and http://example.com/store/mysong as the object.

Simply put, more permissions for the web page at hand may be found at http://example.com/store/mysong.

Reading

Both the CC license and more permissions links may be extracted from a web page with an RDFa parser.

What a client does with the links (once read) is highly application-specific. Typically, the CC license and more permissions options will be brought to the attention of the user.

Examples of this include:

1. Creative Commons' MozCC[2] Extension for Mozilla Firefox displays indicator icons in the browser's status bar.

2. A bookmarklet could highlight relevent links on a page.

3. Creative Commons license deeds[3] add notice of more permissions availability based on annotations found on the referring page.

4. An industry or site-specific client could auto-discover additional services available at the more permissions link.

[1] http://rdfa.info

[2] http://wiki.creativecommons.org/MozCC

[3] See http://labs.creativecommons.org/metadata for live examples

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